

We claim:

1. A method of transmitting a message having a given message format, which comprises:

prior to a start of a transmission of a message, setting up a connection between a gateway and a rule database having stored therein a set of conversion and processing rules;

starting a selection routine for defining an applicable conversion and processing rule set from the set of conversion and processing rules for conversion of the message format;

forming a conversion control signal from the conversion and processing rule set;

buffer-storing the conversion and processing rule set or the control signal in the gateway; and

converting the message format in accordance with the conversion rule in the gateway.

2. The method according to claim 1, which comprises transmitting the message to a terminal in a data communications network.

3. The method according to claim 2, which comprises transmitting the message to an IP network.

4. The method according to claim 1, which comprises transmitting the message from a data communications network to a telecommunications network.

5. The method according to claim 4, which comprises transmitting the message to a mobile radio network.

6. The method according to claim 2, which comprises performing the steps of setting up and starting the selection routing when a session is being set up in the data communications network.

7. The method according to claim 1, wherein the rule database has stored therein sets of organized conversion and processing rules for linked execution of conversion and processing steps.

8. The method according to claim 1, which comprises processing the selection routine with a selection data record including data selected from the group consisting of:

user data;

a data communications network or telecommunications network address of the terminal;

an identification of a dialing-in point or a geographical dialing-in location into the data communications network, or of the location of a terminal in the telecommunications network;

a data communications network address of the message source;

real-time data;

an identification of one of a number of permissible carrier media or transmission paths to the terminal; and

general selection criteria, and specific selection criteria predetermined by an operator of the gateway.

9. The method according to claim 8, wherein the step of processing the selection routine comprises calling up an individual user profile based on at least one of the user data and the data communications network or telecommunications network address of the terminal.

10. The method according to claim 1, wherein the converting step comprises one of translating into a different language and adding supplementary information in a different language.

11. The method according to claim 2, wherein the converting step comprises converting an addressed IP address involved

with the transmission process in the data communications network.

12. The method according to claim 11, wherein the converting step comprises converting the IP address in dependence on a relaying condition set on the terminal or on a server.

13. The method according to claim 1, wherein the converting step comprises converting at least a part of the message between HTML format and WML format.

14. The method according to claim 1, which comprises, in addition to converting the message format, adding supplementary information or reducing the message by predetermined parts.

15. The method according to claim 14, wherein the supplementary information and the predetermined parts of the message is advertising information.

16. The method according to claim 15, wherein the supplementary information is included in a portal site produced on a user-related basis and presented before the transmission of the message, is overlaid as an advertising banner, are video picture sequences or chat windows for on-line communication.

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17. The method according to claim 14, wherein the supplementary information is selected from the group consisting of tariff information and info-push information.

18. The method according to claim 14, wherein the step of reducing by predetermined parts comprises essentially completely inhibiting transmission of an entire message.

19. The method according to claim 14, wherein the step of reducing by predetermined parts comprises inhibiting a transmission of a complete IP network site.

20. A gateway for converting a message format, comprising:

a first connection device for producing a connection to a rule database;

a control device connected to said first connection device, said control device being programmed to start and process a selection routine for defining an applicable conversion and processing rule set from a set of conversion and processing rules (which are stored in the rule database) for conversion of the message format and optionally for adding supplementary information and optionally for reducing the message by predetermined parts;

a conversion device connected to said control device for forming a conversion control signal from the conversion and processing rule set; and

a memory device connected to said conversion device for storing one of the conversion and processing rule set and the conversion control signal.

21. The gateway according to claim 20, wherein said memory device is a first memory device and a second memory device is configured to store at least one selection data record for processing the selection routine.

22. The gateway according to claim 20, wherein said connection device is a first connection device and including a second connection device for connection to a device selected from the group consisting of a supplementary information memory, a video signal source, and a terminal communication path.

23. In combination with a data communications network and a telecommunications network, the gateway according to claim 20 adapted to convert a message prior to a transmission thereof between the data communications network and the telecommunications network.

24. In combination with a data communications network, the gateway according to claim 20 adapted to convert a message prior to a transmission thereof from the data communications network to a terminal in the data communications network.

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